

BTEC Business at Samuel Whitbread Academy

Intent

Business is at the centre of the global economy: it is dynamic and unites nations through the language of trade. Studying Business at Samuel Whitbread Academy enables you to develop an understanding of the world; the varying behaviours of businesses and how these may affect us as consumers. We focus on developing your presentational, analysis and evaluation skills as we explore the most favourable options for businesses to pursue in order for them to achieve success and their objectives.

The world of business dominates our local, national and global news; it is constantly evolving and continues to provide new opportunities, and threats, to millions of people across the world. Most of the working population are employed by businesses and employers are seeking commercially aware young people to support and innovate to ensure they can be successful in a competitive market. Studying Business and Enterprise allows you to explore local, small and medium enterprises, comparing their similarities and differences, whilst researching the factors that have enabled them to be successful. This research is then built upon in the creation of your own business plan. The learning journey initially focuses on what makes a small business successful, but as the study of Business continues we build knowledge and understanding and move gradually to evaluating international businesses at A Level.

Studying Business can help individuals on a variety of career paths, including marketing, human resources, and management in a vast range of different industries, including hospitality, banking, retail management, engineering and fashion.

Implementation

BTEC Business is made up of 4 modules:

- Unit 1 Exploring Business
- Unit 3 Personal & Business Finance
- Unit 2 Developing a Marketing Campaign
- Unit 14 Investigating Customer Service.

The course is split into internal and external units, with Unit 1 and Unit 14 as report style bits of coursework and Unit 2 and Unit 3 as externally assessed units.

Our Intent and Implementation aim to ensure that all Business students gain knowledge and understanding of how businesses operate, how financial information is vital to businesses, why marketing campaigns are necessary and why customer service is a key aim for businesses.

Students are regularly assessed to check their understanding and progress within each of the units they are taught in Key Stage 5.

Our assessments include:

- Regular Enquiry Question assessments which are teacher marked.
- Peer and self-assessment of lesson tasks.
- IPE exams throughout Year 12 and 13.

The Business department consistently and regularly provide feedback to our students through our KS5 folder scrutiny process, assessment-based questions, and enquiry question assessments, ensuring that all of our learners make progress through their topic-based learning.

At Samuel Whitbread Academy, our success as a Business department relies on the enthusiasm students have for our subject, our lessons, and their voices are vital in our continuing growth.